ORDER

WDJT-TV-LP

Orders

Order / Rev:	165940		
Alt Order #:	06312446		
Product Desc:	THOMPSON FOR SENATE		
Estimate:	2674		
Flight Dates:	09/13/12 - 09/21/12	Primary AE:	Matthew Norten
Original Date / Rev:	09/12/12 / 09/12/12	Sales Office:	HDC
Order Type:	GENERAL	Sales Region:	NAT

Agency

Name:	Strategic Media Placement		
Buying Contact:	Whitney Eversole	Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	7669 Stagers Loop	Billing Cycle:	EOM/EOC
	Delaware, OH 43015	Agency Commission:	15%

Advertiser

Name:	Poll/T Thompson/R/Sen/WI		
Demographic:	A50+	New Business Thru:	
Product Codes:	PL Candidate	Order Separation:	00:15:00
Priority:	P-2	Advertiser External ID:	
Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/21/12	36	$14,900.00	$12,665.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	36	$14,900.00	$12,665.00	0.00
Totals	36	$14,900.00	$12,665.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	11%	$14,900.00
Market	100%	$135,454.55

Competitive Share	Share	Total
CABLE	0%	$0.00
WBME	0%	$0.00
WCGV	1%	$1,354.55
WISN	37%	$50,118.18
WITI	27%	$36,572.73
WMLW-	0%	$0.00
WPXE	0%	$0.00
WTMJ	23%	$31,154.55
WVTV	1%	$1,354.55
WYTU	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WDJT	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	------1	:30	1	$400.00	P-2	0.00 NM	1	$400.00
SUN AM														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/10/12	09/16/12	------1	1	$400.00	0.00							
E 2	WDJT	09/16/12	09/16/12	Sun 1030a-11a Green and Gold Game Day Live	SPRT	1030a-11a	------1	:30	1	$300.00	P-2	0.00 NM	1	$300.00
GREEN &GOLD														

Order / Rev: 165940
Alt Order #: 06312446
Flight Dates: 09/13/12 - 09/21/12

Advertiser: Poli/T Thompson/R/Sen/WI
Product Desc: THOMPSON FOR SENATE
Estimate: 2674

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/16/12	09/16/12	Sun 1030a-11a Green and Gold Game Day Live	SPRT	1030a-11a	------1	:30	1	$300.00	P-2	0.00	NM	1	$300.00
GREEN &GOLD															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	------1	1	$300.00	0.00										
E 3	WDJT	09/13/12	09/14/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	---TF--	:30	2	$300.00	P-2	0.00	NM	2	$600.00
PRICE IS RIGHT															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	---TF--	2	$300.00	0.00										
E 4	WDJT	09/17/12	09/20/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MT-T---	:30	3	$300.00	P-2	0.00	NM	3	$900.00
PRICE IS RIGHT															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/17/12	09/23/12	MT-T---	3	$300.00	0.00										
E 5	WDJT	09/13/12	09/13/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p	---1---	:30	1	$150.00	P-2	0.00	NM	1	$150.00
5PM NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	---1---	1	$150.00	0.00										
E 6	WDJT	09/17/12	09/21/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p	MTWTF--	:30	5	$150.00	P-2	0.00	NM	5	$750.00
5PM NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/17/12	09/23/12	MTWTF--	5	$150.00	0.00										
E 7	WDJT	09/13/12	09/14/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---TF--	:30	2	$400.00	P-2	0.00	NM	2	$800.00
JEOPARDY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	---TF--	2	$400.00	0.00										
E 8	WDJT	09/17/12	09/21/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MTWTF--	:30	5	$400.00	P-2	0.00	NM	5	$2,000.00
JEOAPRDY															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/17/12	09/23/12	MTWTF--	5	$400.00	0.00										
E 9	WDJT	09/13/12	09/14/12	Wheel of Fortune 630p-7pM 630p-7p/Wheel		M-F 630p-7p	---TF--	:30	2	$500.00	P-2	0.00	NM	2	$1,000.00
WHEEL															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	---TF--	2	$500.00	0.00										
E 10	WDJT	09/17/12	09/20/12	Wheel of Fortune 630p-7pM 630p-7p/Wheel		M-F 630p-7p	MTWT---	:30	4	$500.00	P-2	0.00	NM	4	$2,000.00
WHEEL															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/17/12	09/23/12	MTWT---	4	$500.00	0.00										
E 11	WDJT	09/13/12	09/16/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	---TFSS	:30	5	$600.00	P-2	0.00	NM	5	$3,000.00
LATE NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	---TFSS	5	$600.00	0.00										
E 12	WDJT	09/17/12	09/21/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	MTWTF--	:30	5	$600.00	P-2	0.00	NM	5	$3,000.00
LATE NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/17/12	09/23/12	MTWTF--	5	$600.00	0.00										
													Totals	36	$14,900.00